

FEB -3 1925 /

©CIL 21097 ✓

✓ FORTY WINKS ✓

✓ Photoplay in 7 reels ✓

✓ From the Play "Lord Chumley" by

David Belasco and Henry C. DeMille ✓ ✓

✓ Screen Play by Bertram Millhauser ✓ ✓

Directed by Frank Urson and Paul T. ...

7
FEB -3 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Forty Winks - 7 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Forty Winks	2-2-25	©CIL 21097

The return of the above copies was requested by the said
Company, by its agent and attorney on the 2nd day of
February, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.


FEB 5 1925

"Forty Winks" Is 7 Reels—6,293 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

"FORTY WINKS"

With Viola Dana and Theodore Roberts
RAYMOND GRIFFITHFrom the play "Lord Chumley" by David Belasco
Henry C. deMille

Screen play by Bertram Millhauser

Directed by Frank Urson and Paul Iribe

A Paramount Picture

PURPOSE: To Help You Sell the Picture

"FORTY WINKS" WILL PROVE TO BE
COMEDY PARAMOUNT EVIL

©CLL 21097

"Forty Winks" a
Laugh ProducerParamount Picture Adapted
from "Lord Chumley"

Comedian



Raymond Griffith
in the Paramount Picture
"Forty Winks"

Production Mat IPA

(Synopsis Story)

FORTY WINKS, one of Paramount's Second Famous Forty, directed by Paul Iribe and Frank Urson from an adaptation of the stage success, "Lord Chumley," by David Belasco and Henry C. DeMille, opens at the..... on..... Viola Dana, Theodore Roberts and Raymond Griffith are featured in the leading roles of the production, a melodramatic comedy, written for the screen by Bertram Millhauser. Anna May Wong, Cyril Chadwick and William Boyd head the supporting cast.

The story opens in a roadhouse near New York, where Cyril Chadwick, who is in the major league class as a crook, is dining with his Oriental fiancée, Anna May Wong. At his direction she vamps a U. S. naval lieutenant, one of the diners and drinkers, and the following morning he awakens in a strange hotel bedroom, minus his keys to the naval office to which he is attached, and without a memory of what happened after he had taken a drink with Anna May Wong. The only clue is found on the floor, a lady's jeweled garter.

MYSTERY

At the office he finds important coast defense plans missing. He goes home and confesses the loss to his father, Theodore Roberts, a retired admiral of a long line of naval men. He tells his father he faces court martial unless he returns the plans to his superior officer within forty-eight hours. Roberts almost

"Forty Winks" is all j

Viola Dana, Theodore Roberts
Raymond Griffith Featured

Story Adapted from Stage Play, "Lord Chumley," by
David Belasco and Henry C. DeMille—Directed
by Paul Iribe and Frank Urson

PAUL IRIBE and Frank Urson, members of the Cecil B. DeMille unit, made "Changing Husbands," one of the most successful of the Famous Forty.

Now Urson and Iribe have picturized "Forty Winks," adapted by Bertram Millhauser from the famous stage success, "Lord Chumley," by David Belasco and Henry C. DeMille.

Viola Dana, Theodore Roberts and Raymond Griffith have featured roles.

Paramount promises that there won't be any more entertaining comedy-drama brought to the screen this season than this one.

It's fast, jazzy and very, very funny.

Ray Griffith, as a silk-hatted Englishman who isn't nearly as dumb as he looks, trying to lure a secret out of a wonderful Chinese vamp (Anna May Wong) and thus win Viola Dana and save her family from disgrace at the same time, is immense.

Good old Theodore Roberts is back there smoking his see-gar. Cyril Chadwick and William Boyd are also in the cast.

"Forty Winks" is there forty ways!

N. B.—Watch this fellow Raymond Griffith.

Cast

Eleanor Butterworth Viola Dana
Lord Chumley Raymond Griffith
Adam Butterworth Theodore Roberts
Gaspar Le Sage Cyril Chadwick
Annabelle Wu Anna May Wong
Lt. Gerald Hugh Butterworth William Boyd

Story in Brief

IT ALL began in a roadhouse just outside the city on a night when Lt. Gerald Hugh Butterworth, scion of an illustrious family, had a bit too much to drink. He is a susceptible fellow and falls for Annabelle Wu, tool of the Butterworth family lawyer.



From the play "Lord Chumley"
by David Belasco and Henry
C. de Mille—Screen play by
Bertram Millhauser—Directed
by Paul Iribe and Frank Urson

Two-column P

FILM

PAUL IRIBE and Frank U
Husbands."

David Belasco and Henry
liam De Mille, Paramount pro
of their immensely popular sta
ally, it was in "Lord Chumley"
mandments" toured the coun
take a "flyer" with Jesse L.
motion pictures.

Bertram Millhauser, who
the screen play, "Feet of Clay"

Viola Dana, Theodore Ro
Raymond Griffith, the comed
William Boyd and Anna May

Peverell Marley, who ph
"The Golden Bed."

A comedy melodrama wit
taking thrill. You know wha
first screen w

SHEET

Adolph Zukor and Jesse L. Lasky present

"FORTY WINKS"With Viola Dana and Theodore Roberts and
RAYMOND GRIFFITHFrom the play "Lord Chumley" by David Belasco and
Henry C. de MilleScreen play by Bertram Millhauser
Directed by Frank Urson and Paul Iribe

A Paramount Picture

To Help You Sell the Picture to the Public.

PROVE THE MOST POPULAR
HIT EVER OFFERED EXHIBITORSPRESENTED BY
ADOLPH ZUKOR

40 WINKS

WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITHSay!
Wake up!
Wise up!
Hurry up!
Step up and
double up at the
jazziest, jolliest
bang-up comedy
in years!From the play "Lord Chumley"
by David Belasco and Henry
C. de Mille—Screen play by
Bertram Millhauser—Directed
by Frank Urson and Paul Iribe

Two-column Press Advertisement 2A

FILM FACTS

Directors

PAUL IRIBE and Frank Urson—the pair who made "Changing
Husbands."

Co-Authors

David Belasco and Henry C. De Mille, father of Cecil and Wil-
liam De Mille, Paramount producers. The picture is an adaptation
of their immensely popular stage play, "Lord Chumley." Inciden-
tally, it was in "Lord Chumley" that the producer of "The Ten Com-
mandments" toured the country just previous to his decision to
take a "flyer" with Jesse L. Lasky into the unexplored depths of
motion pictures.

Scenarist

Bertram Millhauser, who collaborated with Beulah Marie Dix on
the screen play, "Feet of Clay."

Featured Players

Viola Dana, Theodore Roberts, the grand old man of the screen;
Raymond Griffith, the comedian with the class. Cyril Chadwick,
William Boyd and Anna May Wong play in support.

Cameraman

Peverell Marley, who photographed Cecil B. De Mille's latest,
"The Golden Bed."

Type of Story

A comedy melodrama with every laugh punctuated with a breath-

Action and Fun
In New Picture**"Forty Winks,"** Latest Para-
mount Film, at Rialto

(Synopsis Stories)

IF SOMEONE robs the library
safe and steals the family jew-
els, look at once for a lady's jew-
eled garter lying on the floor. It
may help solve the mystery.A lady's jeweled garter proves
an invaluable aid in solving the
mystery about which revolves the
action in "Forty Winks," the
screen adaptation of David Belas-
co and Henry C. De Mille's stage
comedy, "Lord Chumley," which
has been filmed for Paramount
under the direction of Paul Iribe
and Frank Urson.A young naval lieutenant,
awakens in a hotel room with a
headache and a dim recollection
of a beautiful Oriental girl in a
roadhouse where on the previous
night he had had too much to
drink. His keys are missing and
the only clue is a lady's jeweled
garter lying on the floor.Later he finds his office safe has
been opened and priceless fortifi-
cation plans removed.It develops that the plans were
stolen under the direction of the
attorney for the boy's father. The
actual theft was committed by his
beautiful young Oriental fiancée.
The attorney attempts to force a
marriage with the lieutenant's
sister, telling her that with hiswealth he can buy back the plans
and thus save the boy's honor but
that he could do so best if he were
a member of the family. She
agrees to marry him providing he
secures the plans.The efforts of Lord Chumley, an
English "dandy", to recover the
plans carry the principal players
through a score of tense and laugh-
able situations reaching their
climax when the lawyer, Chumley
and the girl are found clinging to
a naval target on the Atlantic
Ocean, under fire of the 16-inch
guns of the battle fleet.Viola Dana, Theodore Roberts
and Raymond Griffith are featured
in the principal roles of "Forty
Winks," which will be shown next
..... at the Theatre.
Others in the cast include Cyril
Chadwick, Anna May Wong and
William Boyd.**"Forty Winks" a Fast and
Furious Paramount Comedy**One of the most successful com-
edies of the stage has been brought
to the screen with Viola Dana,
Theodore Roberts and RaymondPUTTING IT
OVER RIGHT**"Forty Winks"**—Here's one
that'll wake up the town!Tie-up with furniture stores—
beds, mattresses, lounges, quilts,
pillows and so on.Alarm clocks—"Get **FORTY
WINKS** extra in the morning."Have a fellow go around town
winking on the sly to passersby.
He slips them a card as though
it contained something extremely
confidential. In reality, it is an
announcement of "Forty Winks"
coming to the.....

Something new—

Cross-word puzzle books for the
Second Famous Forty. You can
get the book of 40 puzzles for only
8 cents. Also, 2-column newspaper
mats of each puzzle.Take advantage of the cross-
word craze now sweeping the
country.Teasers: "Don't be caught nap-
ping. See the year's funniest pic-
ture, 'Forty Winks'.""One wink has gotten many a
man into trouble. But **FORTY
WINKS**! See it at the.....
Theatre. You'll burst laughing."Or, "'Forty Winks'—It's a
jazzy dream of laughs and
thrills."Newspaper teasers: "Something
to keep awake over — **FORTY
WINKS**."Or, "**FORTY WINKS**; it's a
jazzy dream of laughs and thrills."Newest modes worn by Viola
Dana and Anna May Wong in the
production suggest tie-ups with
modiste shops.Get in touch with local naval
authorities to help put this one
over right. In the picture Roberts
is a retired admiral. The Atlantic
fleet at target practice is another
feature.Ought to be some sort of an idea
here—promoting recruiting, etc.Novelty poster cut-out—the
window card on "Forty Winks"
shows a big pair of eyes, winking.
Here's the idea—cut out the
closed eye and arrange some sort
of hinge so that it will open and
close automatically. This stunt
could be done with the three sheet
also which shows a moon winking
down on a pair of lovers.Tying up two pictures with a
single ad: "Even if you live in THE



WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITH



Say!
Wake up!
Wise up!
Hurry up!
Step up and
double up at the
jazziest, jolliest
bang-up comedy
in years!

From the play "Lord Chumley"
by David Belasco and Henry
C. de Mille—Screen play by
Bertram Millhauser—Directed
by Paul Iribe and Frank Urson

Two-column Press Advertisement 2A

FILM FACTS

Directors

PAUL IRIBE and Frank Urson—the pair who made "Changing Husbands."

Co-Authors

David Belasco and Henry C. De Mille, father of Cecil and William De Mille, Paramount producers. The picture is an adaptation of their immensely popular stage play, "Lord Chumley." Incidentally, it was in "Lord Chumley" that the producer of "The Ten Commandments" toured the country just previous to his decision to take a "flyer" with Jesse L. Lasky into the unexplored depths of motion pictures.

Scenarist

Bertram Millhauser, who collaborated with Beulah Marie Dix on the screen play, "Feet of Clay."

Featured Players

Viola Dana, Theodore Roberts, the grand old man of the screen; Raymond Griffith, the comedian with the class. Cyril Chadwick, William Boyd and Anna May Wong play in support.

Camerman

Peverell Marley, who photographed Cecil B. De Mille's latest, "The Golden Bed."

Type of Story

A comedy melodrama with every laugh punctuated with a breath-taking thrill. You know what "Changing Husbands" was—and that was only the first screen work by Iribe and Urson. Here's their second directorial attempt. It's a winner, sure enough! There's a considerable element of mystery in "Forty Winks," plays Lord Chumley, an Englishman, humorous to all himself who in a blundering and apparently unintentional way does the right thing at the right time. Roberts straight backed old sea dog, a retired admiral. Cyril is the part of a smooth-tongued young man with Anna May Wong as his girl. William Boyd and Miss Dana are

Stunts

There's action in "Forty Winks." There are thrills galore. There are breath-taking stunts—and there are laughs, laughs, LAUGHS!

You see—Ray Griffith and Cyril Chadwick in a hand-to-hand battle on a runaway speedboat dizzily hurtling through the waves at a forty mile an hour clip.

—Viola Dana, Griffith and Chadwick on a floating naval target while it is being shelled by the guns of the Atlantic battle fleet.

—Miss Dana and Griffith in a sinking dinghy that is suddenly lifted clear out of the water by a rising submarine.

—Griffith's three spectacular falls from a galloping horse—a la Prince of Wales.

Here's a laugh—The scene showing Griffith's horse, following the completion of a run over the steeplechase course, backing up and sitting down on the edge of a fountain, throwing Ray into the water.

Again, "Forty Winks" is a laugh picture for your life. The fun is fast, furious and unending. It was made with the idea of entertaining people. What's more, it does!

The fun is laid in a ground work of mystery, action and melodrama that offers plenty of punch even if there wasn't a laugh in the picture. You have only to read the synopsis to discover this.

—and what a cast of favorites! Take another look.

may help solve the mystery.

A lady's jeweled garter proves an invaluable aid in solving the mystery about which revolves the action in "Forty Winks," the screen adaptation of David Belasco and Henry C. De Mille's stage comedy, "Lord Chumley," which has been filmed for Paramount under the direction of Paul Iribe and Frank Urson.

A young naval lieutenant, awakens in a hotel room with a headache and a dim recollection of a beautiful Oriental girl in a roadhouse where on the previous night he had had too much to drink. His keys are missing and the only clue is a lady's jeweled garter lying on the floor.

Later he finds his office safe has been opened and priceless fortification plans removed.

It develops that the plans were stolen under the direction of the attorney for the boy's father. The actual theft was committed by his beautiful young Oriental fiancée. The attorney attempts to force a marriage with the lieutenant's sister, telling her that with his

wealth he can buy back the plans and thus save the boy's honor but that he could do so best if he were a member of the family. She agrees to marry him providing he secures the plans.

The efforts of Lord Chumley, an English "dandy", to recover the plans carry the principal players through a score of tense and laughable situations reaching their climax when the lawyer, Chumley and the girl are found clinging to a naval target on the Atlantic Ocean, under fire of the 16-inch guns of the battle fleet.

Viola Dana, Theodore Roberts and Raymond Griffith are featured in the principal roles of "Forty Winks," which will be shown next at the Theatre. Others in the cast include Cyril Chadwick, Anna May Wong and William Boyd.

"Forty Winks" a Fast and Furious Paramount Comedy

One of the most successful comedies of the stage has been brought to the screen with Viola Dana, Theodore Roberts and Raymond Griffith in the leading roles—"Forty Winks," directed by Paul Iribe and Frank Urson from the stage success, "Lord Chumley," by David Belasco and Henry C. De Mille.

The plot, while highly dramatic, furnishes one big laugh after another. In the story fortification plans are stolen from the office safe of a young naval lieutenant. The theft is engineered by an attorney, through a beautiful Oriental girl. He tells the boy's sister that he is in a position to buy back the plans and save her brother's name but that it would look better if he did so as a member of the family. She promises to marry him if he recovers the papers.

The real comedy and punch in the story is furnished by Lord Chumley, an insipid "Johnny" type of Englishman. He's in love with the girl.

The interesting and only clue, a lady's garter; New York police, submarines and burglars figure prominently in the action.

The climax occurs on a naval target out on the Atlantic ocean with the battle fleet blasting away at target practice with their big guns.

"Forty Winks" is claimed to furnish thrills galore and some of the richest comedy ever brought to the screen.

WINKS extra in the morning."

Have a fellow go around town winking on the sly to passersby. He slips them a card as though it contained something extremely confidential. In reality, it is an announcement of "Forty Winks" coming to the.....

Something new—

Cross-word puzzle books for the Second Famous Forty. You can get the book of 40 puzzles for only 8 cents. Also, 2-column newspaper mats of each puzzle.

Take advantage of the cross-word craze now sweeping the country.

Teasers: "Don't be caught napping. See the year's funniest picture, 'Forty Winks'."

"One wink has gotten many a man into trouble. But FORTY WINKS! See it at the..... Theatre. You'll burst laughing."

Or, "Forty Winks"—It's a jazzy dream of laughs and thrills."

Newspaper teasers: "Something to keep awake over — FORTY WINKS."

Or, "FORTY WINKS; it's a jazzy dream of laughs and thrills."

Newest modes worn by Viola Dana and Anna May Wong in the production suggest tie-ups with modiste shops.

Get in touch with local naval authorities to help put this one over right. In the picture Roberts is a retired admiral. The Atlantic fleet at target practice is another feature.

Ought to be some sort of an idea here—promoting recruiting, etc.

Novelty poster cut-out—the window card on "Forty Winks" shows a big pair of eyes, winking. Here's the idea—cut out the closed eye and arrange some sort of hinge so that it will open and close automatically. This stunt could be done with the three sheet also which shows a moon winking down on a pair of lovers.

Tying up two pictures with a single ad: "Even if you live in THE CITY THAT NEVER SLEEPS and only had FORTY WINKS last night, don't fail to see these two new Paramount pictures at the....."

On the automobile thoroughfares: "If you're passing through....., stop at the.....Hotel for FORTY WINKS."

Run a series of articles in the paper on the numeral "40".

"Forty years ago in....." and so on. Then, "FORTY WINKS" at the..... Theatre.

You have good old Theodore Roberts back as big as life in this one—and Viola Dana who played with Glenn Hunter in "Merton of the Movies"—and Raymond Griffith, the screen's new "class comedian." Here's a cast that means something to the fans!

Raymond Griffith is going to be seen soon as a great comedy star. His high silk hat will soon be famous. Play it up in your advertising.

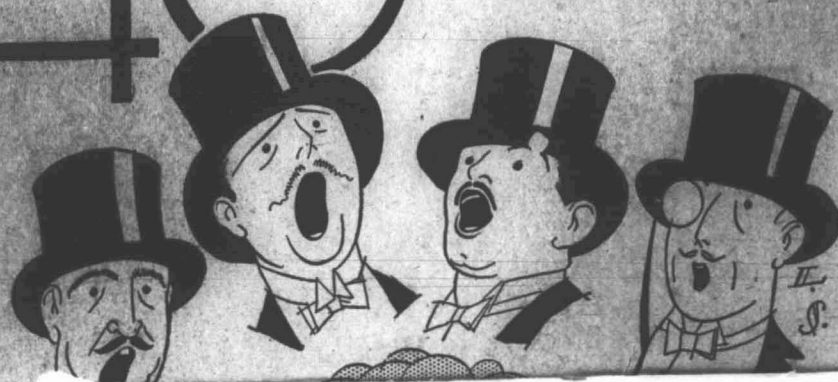
Teaser campaign. Every day show photos of five citizens of the town winking. Label them, '5 Winks,' '10 Winks' and finally in very large type '40 WINKS,' followed by your theatre ad.

Your patrons won't sleep a wink until they see this picture if you get them talking about it.

ADVERTISE PARAMOUNT PICTURES W MADE BY THE BEST ARTISTS

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

"40 WINKS"



A
Paramount
Picture



WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITH

HERE is a picture with just one laugh; but it starts with the first scene and ends with the last. You've never seen anything quite so clever and funny. Comedy cast includes Theodore Roberts and Raymond Griffith, the screen's new comedian find.

Three-column Newspaper Advertisement 3A

An Eyeful of Fun



WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITH

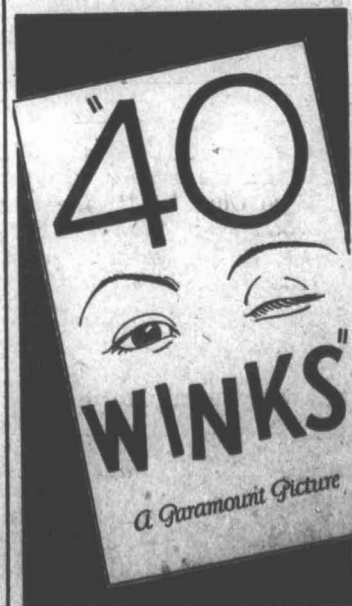
PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

A COMEDY-ROMANCE with ten times forty laughs and thrills.

Based on "Lord Chumley," one of the most famous comedies of the American stage.

Made by the expert comedy directors who made "Changing Husbands."

THEATRE



WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITH

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A JAZZY concoc-

The Scre

A MERRY farce about a dering Englishman plays detective and covers a case of co thrill and clever sense. With cast o makers and a won new dog star.

ADO. ...



FROM the comedy s "Lord C by David Bel Henry C Screen play by Millhauser. D Paul Iribe an Urson.

Have you seen



Teaser Ad LASKY

NOTE

In ordering ads and production scenes, b sure to mention the numbers and er cut

PICTURES WITH PARAMOUNT ADS ARTISTS—YOU GET THEM AT COST

The Screen's Biggest Comedy Scream

A MERRY melo-
farce about a blun-
dering Englishman who
plays detective and un-
covers a case of comedy,
thrill and clever non-
sense. With cast of fun-
makers and a wonderful
new dog star.



40 WINKS

FROM the famous
comedy stage suc-
cess "Lord Chumley"
by David Belasco and
Henry C. deMille.
Screen play by Bertram
Millhauser. Directed by
Paul Iribe and Frank
Urson.

WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITH
A Paramount Picture

Four-column Newspaper Advertisement 4A.

Have you seen

40

WINKS

Teaser Ad 14SX

Snappy Shorts

Put this under your pillow and sleep on it—
"40 Winks" is FUNNY.

It's forty to one you'll laugh your head off
at "40 Winks."

40 thrills—40 laughs—40 gasps—"40
Winks."

Folks will laugh who have never laughed
before.

"Forty Winks" will wake up a wooden In-
dian.

A short title, a long laugh—"40 Winks."

If you talk in your sleep, you'll say "40
Winks."

A wink may mean most anything, but "40
Winks" means FUN.

If Rip Van Winkle had seen "40 Winks,"
he wouldn't have felt so sleepy.

When you see people laughing to themselves,
they've caught "40 Winks."

Featuring Raymond Griffith, the greatest
comedian since the discovery of Chaplin and
Lloyd.

Breaking all records for the running broad



FORTY WINKS

Colored Herald

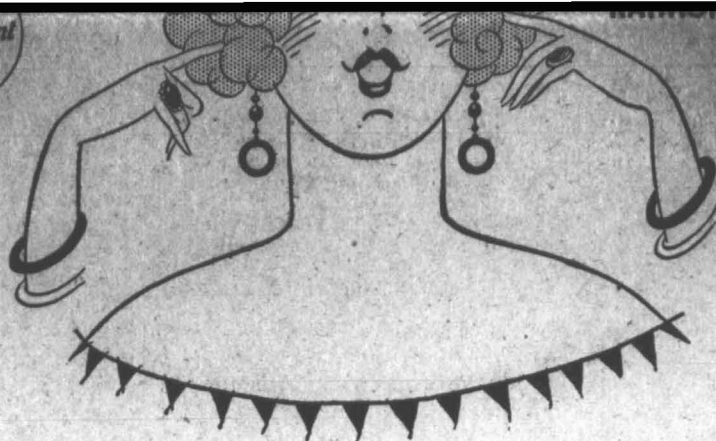
Above is the cover of classy four-page
colored herald on this production.

Only \$3.00 per 1,000. Samples at
your local exchange.

NOTE:

In ordering ads and
production scenes, be
sure to mention the
numbers and cuts.

Paramount
Picture



HERE is a picture with just one laugh; but it starts with the first scene and ends with the last. You've never seen anything quite so clever and funny. Comedy cast includes Theodore Roberts and Raymond Griffith, the screen's new comedian find.

Three-column Newspaper Advertisement 3A

FROM the comedy stage success "Lord Chumley" by David Belasco. Screen play by B. Millhauser. Directed by Paul Iribe and Paul Urson.

Have you seen

40



Teaser Ad 2ASX

An Eyeful of Fun



A COMEDY-ROMANCE with ten times forty laughs and thrills.

Based on "Lord Chumley," one of the most famous comedies of the American stage.

Made by the expert comedy directors who made "Changing Husbands."

THEATRE NAME

Two-column Supplementary Press Ad 2ASX

THEATRE



WITH VIOLA DANA THEODORE ROBERTS RAYMOND GRIFFITH

A JAZZY concoction of fun, fizz and frivolity, flavored with many thrills. If this doesn't entertain you, your case is hopeless.

One-column Press Ad 1A

NOTE

In ordering ads and production scenes, be sure to mention the numbers and cuts.



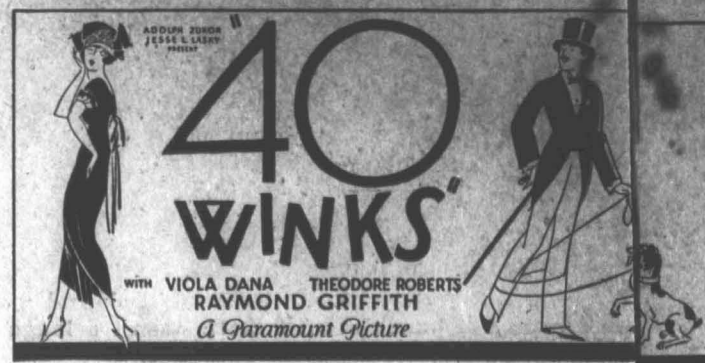
Viola Dana and Raymond Griffith in the Paramount Picture "Forty Winks"

Two-column Production Mat 2P

See also the two-column ad and Production scene on front page.

Viola Dana in the Paramount Picture "Forty Winks"

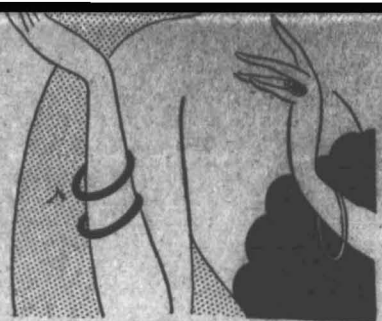
Production Mat 1PB



Two-column Supplementary Press Ad 2AS

FROM the famous comedy stage success "Lord Chumley" by David Belasco and Henry C. deMille. Screen play by Bertram Millhauser. Directed by Paul Iribe and Frank Urson.

WITH
VIOLA DANA
THEODORE ROBERTS
RAYMOND GRIFFITH
A Paramount Picture



Four-column Newspaper Advertisement 4A.

Have you seen

40

WINKS

Teaser Ad LASX

NOTE:—

In ordering ads and production scenes, be sure to mention the numbers under cuts.

Snappy Shorts

Put this under your pillow and sleep on it—"40 Winks" is FUNNY.

It's forty to one you'll laugh your head off at "40 Winks."

40 thrills—40 laughs—40 gasps—"40 Winks."

Folks will laugh who have never laughed before.

"Forty Winks" will wake up a wooden Indian.

A short title, a long laugh—"40 Winks."

If you talk in your sleep, you'll say "40 Winks."

A wink may mean most anything, but "40 Winks" means FUN.

If Rip Van Winkle had seen "40 Winks," he wouldn't have felt so sleepy.

When you see people laughing to themselves, they've caught "40 Winks."

Featuring Raymond Griffith, the greatest comedian since the discovery of Chaplin and Lloyd.

Breaking all records for the running broad grin—"40 Winks."



FORTY WINKS

Colored Herald

Above is the cover of classy four-page colored herald on this production.

Only \$3.00 per 1,000. Samples at your local exchange.



Viola Dana
in the Paramount Picture
"Forty Winks"

Production Mat IPB



Viola Dana, Raymond Griffith and Theodore Roberts in the
Paramount Picture "Forty Winks"

Three-column Production Mat 3P



lementary Press Ad 2AS

EXHIBITORS NEED LOSE NO SLEEP THEY USE THESE PUBLICITY STORIES

Light, Fast-and-Furious Paramount Comedy-Drama

Viola Dana, Theodore Roberts, Raymond Griffith Have
Featured Roles in "Forty Winks"

(Synopsis Story)

FORTY WINKS", adapted to the screen from "Lord Chumley", one of the outstanding comedy successes of the last thirty years of stage history by David Belasco and Henry C. DeMille, comes to the Theatre for a days' run next

Paul Iribe and Frank Urson, who made "Changing Husbands", directed the production which features Viola Dana, Theodore Roberts and Raymond Griffith in leading roles.

The story is one of Chumley, a titled Englishman who is so funny that nobody takes him seriously. However, through a series of adventures as dangerous as they are laughable, he succeeds in solving a mystery, winning a society beauty and saving her brother from disgrace. All of which is claimed to be portrayed in a manner that makes "Forty Winks" splendid entertainment.

The picture is a light, fast-and-furious comedy flavored with that element of romance and tingling mystery that made "Grumpy" so enjoyable. Roberts plays the role of a retired rear-admiral of the United States Navy. Miss Dana is cast as his daughter and William Boyd is his son, a naval lieutenant who starts all the trouble by losing a valuable official document which had been entrusted to him. Cyril Chadwick, who played the father in "Peter Pan", is the Butterworth family lawyer, as crooked as they come. It is he who robs the young lieutenant of the plans through an accomplice, an oriental girl, a part portrayed by Anna May Wong.

The lieutenant is in a fine fix. His superior officer informs him that if the lost documents are not recovered within forty-eight hours he will have to face court martial and disgrace. Chumley stumbles in on the scene and at every blundering turn manages to do just the right thing. Matters are straightened out—and Chumley wins the girl, but not until after some genuinely funny scenes have taken place.

Here's a picture made to make you laugh—and it will!

Fire Hose Gets Loose in Paramount Studio

A wet time was had by all when Anna May Wong lost control of a fire hose during the making of fire scenes for "Forty Winks" on one of the huge enclosed stages at the Paramount studio in Hollywood. Under the tremendous hydraulic pressure the hose writhed and snapped on the floor, smashing furniture and driving the water in every direction with wall breaking force.

Miss Wong, Eric Mayne and other players were drenched as were Paul Iribe and Frank Urson, co-directors of "Forty Winks". The set musicians, script clerk and almost everyone else tumbled and ran, putting emphasis on speed rather than grace. The cameramen, electricians and property men alone held their ground, three of the latter rushing in and tackling the hose a la football. Someone finally figured it would be a good idea to turn off the water and did so, averting a possible repetition of the Johnstown disaster.

Raymond Griffith received his share of the deluge while standing on the side lines. Viola Dana and Theodore Roberts, featured with Griffith in the cast of "Forty Winks", which comes to the on were fortunate in being absent from the set at the time.

Roberts Once Sea Captain

Theodore Roberts found playing the part of a retired admiral in

Griffith Furnishes Many Laughs in "Forty Winks"

LORD Algernon Cholomondeley—That's an awful name for anyone to have to go through life with and Raymond Griffith couldn't even stand it for a motion picture so he cut it short to Chumley for his characterization of a titled English gentleman in the new Paramount picture, "Forty Winks", due at the on Griffith is featured with Viola Dana and Theodore Roberts in the picture which was directed by Paul Iribe and Frank Urson.

Some of the picture's biggest laughs—and greatest thrills for that matter—are contained in water scenes wherein Griffith puts over some great stuff in a speed boat. Here's where Ray's training as a sailor proved a big help. Griffith has long been the owner of a combination sailing and power yacht and his insight into nautical affairs is second only to that of old man Neptune himself.

And when his horse, which he had just ridden over the steeplechase course, sits down on the edge of a fountain and Ray slides down his back and is soon playing among the swans and water lilies! Here's a real laugh!

During the filming of the picture Ray leaped over furniture and stair railings during a single handed battle against a band of crooks.

He had to swim for his life while making scenes on the broad blue Pacific ocean, far from terra firma.

In fact, he tumbled and fought and ran and jumped until he lost all of two pounds, quite a reduction for a young man whose normal weight is only 130 pounds.

"Forty Winks" was adapted to the screen by Bertram Millhauser from the stage farce, "Lord Chumley", by David Belasco and Henry C. DeMille. Cyril Chadwick, William Boyd, Anna May Wong and others play in support of the principals.

"Forty Winks" Directed by Screen's Sole "Team"

The rule that "two heads are better than one" had plenty of chance to prove itself during the period that Paul Iribe and Frank Urson were making the Paramount picture, "Forty Winks" from Bertram Millhauser's adaptation of the stage hit, "Lord Chumley", by David Belasco and Henry C. DeMille.

The experiment of a directorial team having proven a success with "Changing Husbands", Paramount again tried the same novel scheme with "Forty Winks", coming to the Theatre for a run of days on next.

Urson rose to directorial ranks through highly successful work as a cameraman and assistant director. Iribe, art director for Cecil B. DeMille and creator of the sets for "The Ten Commandments", gained an unusual artistic background in France where for years he has had an unsurpassed reputation as a designer, cartoonist, architect and artist.

Viola Dana, Theodore Roberts and Raymond Griffith are featured in the leading roles of "Forty Winks". Others in the supporting cast are Cyril Chadwick, Anna May Wong and William Boyd.

Says Cyril Chadwick—

REVIEWS

"Forty Winks"

FORTY WINKS", a Paramount picture, adaptation of the stage hit, "Lord Chumley", by David Belasco and Henry C. DeMille, is the feature at the Theatre all this week.

Viola Dana, Theodore Roberts and Raymond Griffith are featured in the principal roles of the production written for the screen by Bertram Millhauser and directed by Paul Iribe and Frank Urson.

The story is a melodramatic comedy and has to do with the Hon. Algernon Cholomondeley— for short—who, in one of the most pictures you've seen, succeeds in solving a mystery, winning a family name and winning the love of a girl.

Theodore Roberts is cast as big as life in an international crook steals some valuable fortification plans from his son, a naval lieutenant. It means prison for the young fellow and disgrace to the Butterworth family name if the papers are not recovered within forty-eight hours.

Chumley, in love with Eleanor Butterworth (Viola Dana), sets about the solution of the mystery and his "detecting" lands him in many an uncomfortable position from which he manages to extricate himself in a most amusing manner.

You'll get a big laugh out of the scenes where the horse he is riding sits down on the edge of a fountain and sends Chumley sliding into a fountain. You'll laugh still harder at Chumley's antics with a clever little dog in the production which is forever revealing his hiding place to his pursuers. And you'll laugh your head off at the final scenes which find Chumley and Eleanor "safe" on a navy target far out in the ocean being fired upon by the guns of the Pacific fleet at target practice.

William Boyd has the role of the young lieutenant who loses the navy documents and starts all the trouble. Cyril Chadwick is the Butterworth family lawyer, crooked and in league with an oriental girl, played by Anna May Wong, who vamps young Butterworth and steals the keys to the navy office from him and makes away with the fortification plans.

Here's another great comedy hit by the screen's sole directorial "team"—Iribe and Urson, who made "Changing Husbands".

You'll like "Forty Winks".

(Review No. 2)

Mystery, drama, action and LAUGHS—

That's the order of things at the Theatre where the new Paramount picture, "Forty Winks", directed by Paul Iribe and Frank Urson, opened yesterday.

The production is an adaptation of the stage success, "Lord Chumley", by David Belasco and Henry C. DeMille and features Viola Dana, Theodore Roberts and Raymond Griffith in leading roles.

Ray Griffith plays Chumley, a titled English gentleman engaged to Eleanor Butterworth, daughter of Rear Admiral Adam Butterworth, retired. Viola Dana plays Eleanor and Mr. Roberts is cast as the admiral. Cyril Chadwick has a "heavy" role of the Butterworth family lawyer who is also after Eleanor. He arranges with an oriental girl (Anna May Wong) to steal some valuable plans from the girl's brother (William Boyd), a lieutenant in the navy. Then the lawyer tells Eleanor that with all his wealth he can buy back the plans easily enough but it would be better for him to do this as a member of the family. The girl promises to marry him if he will but recover the plans and save her brother from prison and disgrace.

But the lawyer had not counted on Chumley in this little scheme of his and it develops that Lord Algernon Cholomondeley, of course only his

"Forty Winks" Has Great Cast

Raymond Griffith with Comedian
New Paramount Picture

VIOLA DANA, Theodore Roberts and Raymond Griffith are featured in the principal roles of the new Paramount picture, "Forty Winks", which opens next week at the Theatre. The picture is an adaptation of David Belasco's tremendous popular stage farce, "Lord Chumley", adapted to the screen by Bertram Millhauser and directed by Paul Iribe and Frank Urson. The production is a melodramatic mystery

and a na. was Captain Robert. a schooner plying out of San Francisco. Miss Dana plays his daughter, in love with Chumley, a titled English gentleman.

Other big names in the cast include Cyril Chadwick, William Boyd, the young naval lieutenant who loses a set of coast defense plans and starts all the rumpus, and Anna May Wong. Both Chadwick and May Wong have prominent roles in "Peter Pan".

It is Griffith who furnishes most of the fun in the picture. Remember him in "Changing Husbands" as "Miss Bluebeard"? A scream! And with Theodore Roberts, "the grand old man of the screen," back with once again, cigar and all!

Here's a real cast for a real picture!

Chess Wizards

The trouble began when Theodore Roberts learned that Cyril Chadwick is a chess expert.

The discovery was made on the set where "Forty Winks", the Paramount version of the noted stage comedy success, "Lord Chumley", was being filmed under the direction of the team of Paul Iribe and Frank Urson. In the picture Theodore Roberts plays the role of a retired admiral and Cyril Chadwick is a deadly villain.

A chess board was one of the furnishings of the set and Mr. Chadwick was seated before it, idly trying a new attack. Mr. Roberts saw him and a minute later a game was started. Each night, when today's filming was completed, the board was carefully placed in a locked

and brought forth the next morning whereupon the battle resumed.

After watching the pair play sometimes waiting patiently for an hour without making a move, every one in the studio was convinced of the truth of the more than lives in chess. The discussion was whether the picture game would be finished first.

Viola Dana and Raymond Griffith are featured with Mr. Roberts in the cast of "Forty Winks", which will be the feature at the Theatre next to remain. William Boyd, Anna May Wong and others appear in supporting cast.

Travel To and From Film Locations in a Subma

The "pleasures" of a submarine were experienced by Viola Dana and Raymond Griffith, featured in the "Forty Winks" production, coming to the on The

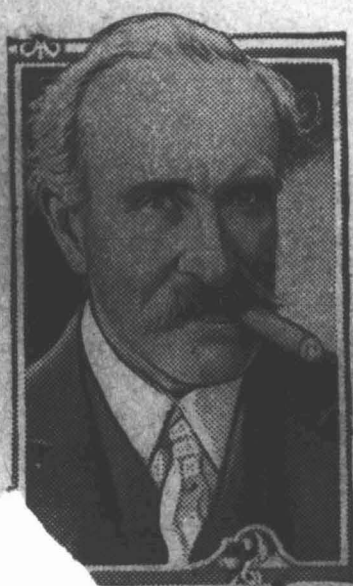
Several of the scenes for the production were shot out in the Pacific ocean and the co-directors Iribe and Urson and other staff and other traveled to the location in an undersea craft. The production is completed.

SLEEP OVER "FORTY WINKS" IF TY STORIES, SHORTS AND REVIEWS

'Forty Winks' Has Great Cast

Raymond Griffith Comedian in
New Paramount Picture

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Theodore Roberts

Laugh Scenes in "Forty Winks"

Paramount Comedy-Melodrama
Coming to the Rialto

FUNNIER than "Changing Husbands"—That's what Paramount claims for "Forty Winks", the latest production by Paul Iribe and Frank Urson, the screen's only directorial "team".

Viola Dana, Theodore Roberts and Raymond Griffith are featured in the leading roles of the picture which was adapted for the screen by Bertram Millhauser from the unusually popular stage play, "Lord Chumley", by David Belasco and Henry C. DeMille.

The story is a melodramatic comedy with no small amount of mystery tossed in for good measure and tells of a titled Englishman,

SPECIALS

Realism!

A gaping hole in the side of the "Lucky Strike II", one of the fastest speed boats on the Pacific Coast, bears mute testimony to the thrill, not written into the scenario for Paramount's "Forty Winks".

A smoke pot, too heavily charged with sulphur and powder, exploded unexpectedly in its resting place in a locker and blasted a hole through the hull just above the water line. The pilot, technical man, and Viola Dana featured in the production were the targets for flying splinters and bolts. All three were blackened from head to foot.

Miss Dana leaped to the bow and wildly waved her arms in signal to the camera boat a hundred yards distant.

and a ha. Captain Roberts, oner plying out of ss Dana plays his with Chumley, a leman. Other big names in the cast include William Boyd, as lieutenant who loses defense plans and ss, and Anna May wick and Miss nt roles in "Peter"

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Roberts Cast in "Forty Winks," New Paramount

Life is just one wheel chair after another for Theodore Roberts who, following his long illness, returned to the screen at the Theatre a short time ago in the Paramount picture, "Locked Doors." Mr. Roberts is back at the again in "Forty Winks", a melo-dramatic mystery-comedy adapted for the screen by Bertram Millhauser from "Lord Chumley", a stage play by David Belasco and Henry C. DeMille. Paul Iribe and Frank Urson, the screen's only "team", directed the production.

A wheel chair was a necessity during the veteran actor's convalescence. When he reported at the Lasky Studio ready for work, he learned that his first role was to be played in a wheel chair.

In addition to Mr. Roberts, the featured players in "Forty Winks" include Viola Dana and Raymond Griffith. Anna May Wong, Cyril Chadwick and William Boyd play in support.

Here's a Tip, Girls!

Women wearing the "Gloria Swanson" bob or other bobs where tresses needs must be in a condition of shining sleekness, are offered a tip by a famous Chinese beauty, well known to motion picture audiences.

According to Anna May Wong, the Chinese woman uses a bandoline called "Pow Fah" with which to anoint her wealth of night-black hair. It is made from the wood of a certain tree which grows in China. The wood is flaked and soaked in water, which releases the peculiar oily gum.

The preparation is then perfumed and applied to the hair in its native state. It is possible to secure the wood from Chinese apothecaries in the Oriental quarter of any American city.

Miss Wong appears in "Forty Winks", a Paramount production co-directed by Paul Iribe and Frank Urson, whose picture, "Changing Husbands", is considered one of the most sensational comedies of the year.

The featured cast of the production, due next at the , includes Viola Dana, Theodore Roberts and Raymond Griffith. Cyril Chadwick and William Boyd appear with Miss Wong in the supporting cast.

Can't Lose 'Em

Three years ago Eric Mayne grew a beautiful set of whiskers in order to play a certain screen role. He has not had an opportunity to remove them since.

The trouble is not a lack of barber shops or safety razors in Hollywood. Various screen directors won't let him.

He was all ready to remove the whiskers when he was summoned to the Paramount studio to play a villainous role in "Forty Winks", the screen adaptation of the stage comedy success "Lord Chumley", by David

can girl. Her brother, a lieutenant in the navy, loses some valuable papers and Lord Algernon Cholomondeley, called Chumley for short, goes about retrieving them, thus winning the girl and saving the family name.

"Forty Winks" is just one big laugh after another. You'll laugh at Griffith the first time he puts in an appearance on the screen—all decked out in morning clothes, high hat, cane, spats and what not (Griffith and his high hat are destined to become famous).

When Griffith starts on the trail of the missing naval plans the fun begins. It starts in the young lieutenant's home and ends up on a navy target out in the Atlantic under fire of the guns of the battle fleet. It is claimed that no funnier scene than this was ever brought to the screen before.

Cyril Chadwick, William Boyd and Anna May Wong are included in the supporting cast of "Forty Winks" which opens at the on

Screen's Two Smallest Players in One Picture

The smallest pair of leading players in dramatic motion picture work is found in "Forty Winks", the screen version of the David Belasco-Henry C. DeMille stage success "Lord Chumley". The pair is composed of Viola Dana and Raymond Griffith.

Miss Dana is an even five feet in height and weighs 100 pounds. Raymond Griffith is five feet six—he insists he is five feet seven—and weighs 130 pounds.

Both have made excellent reputations for dramatic acting despite the fact that such honors usually are accredited to players of greater height. Griffith says that although little men do not predominate in dramatic work they are far from being unknown and points out E. H. Sothern, Ernest Truex, George Hackathorne, Henry Walthall and Roland Young as examples.

Miss Dana names Maude Adams, Gloria Swanson, Mary Pickford, Nazimova and Marguerite Clark among the women who have succeeded despite—or because of their slight stature.

Theodore Roberts is featured with Miss Dana and Griffith in the cast of "Forty Winks", coming to the on

Studio Workers Drafted to Play as Detectives

The longest way around is often the shortest way home.

Monte Brice, a scenario writer, and W. T. Wookey, cashier of the Paramount studio in Hollywood, made this discovery one night during the filming of the comedy-melodrama "Forty Winks".

Two men, engaged to play the roles of detectives, failed to put in their appearance and Directors Paul Iribe and Frank Urson were trying to figure a way out of the difficulty when Brice and Wookey, taking a "short cut" across the Lasky lot on their way home, hove into view.

They were seized, hustled up to the wardrobe department, subjected to an application of greasepaint and

action called for in the script and the cameras clicked serenely on until Directors Iribe and Urson sensed that something was wrong. Although the "Lucky Strike II" had to be put up for repairs Miss Dana declined to stop work, asking only time to change her clothes and remove the dusky makeup.

Theodore Roberts and Raymond Griffith are featured with Miss Dana in the principal roles of "Forty Winks", which will be shown at the Theatre on Cyril Chadwick, William Boyd and Anna May Wong are among the big names appearing in the supporting cast. The story is an adaptation of the stage play, "Lord Chumley", by David Belasco and Henry C. DeMille.

Griffith's Hardest Job

The hardest job ever tackled by Raymond Griffith, featured with Viola Dana and Theodore Roberts in the leading roles of the Paramount picture, "Forty Winks", coming to the Theatre on was that of convincing the world in general and motion picture directors in particular that he could acquire himself creditably in dramatic roles.

On the stage Griffith appeared almost solely in dramatic offerings; but when he entered motion pictures, he found himself almost immediately plunged into comedy work and it was not easy to make his way out.

He succeeded eventually and having definitely established himself in the dramatic field he again began to look with favor upon comedy parts. As Lord Chumley in Paramount's version of the stage success of the same name by David Belasco and Henry C. DeMille, he plays a character at the same time humorous and serious.

There's a strong cast playing in support including, among others, Cyril Chadwick, Anna May Wong and William Boyd.

Listen to This One!

An additional helpful hint for housewives was uncovered by Viola Dana during the filming of "Forty Winks" for Paramount under the direction of Paul Iribe and Frank Urson.

It was a hot day at the Lasky studio and all the "Forty Winks" players, including Miss Dana, Raymond Griffith, Theodore Roberts, Cyril Chadwick and Anna May Wong, sat around fanning themselves and wishing they were down by the sad but cool sea waves, fifteen miles from the studio.

"Of course, the heat is uncomfortable," said Miss Dana, "but I have it to thank for one thing, the ridding of ants from my home."

Everyone was all attention.

"I tried every sort of poison to get rid of them but they wouldn't go," she continued. "Then one day I noticed a strange thing. There had been a paper bag full of popcorn kernels in the pantry. A mouse had chewed a hole in the bag and through this hole the ants were carrying away the popcorn, one kernel at a time. It was a tremendous load for an ant. I was interested and followed the line of march to the place where it led out into the yard. All about were

element of mystery that made "Grumpy" so enjoyable. Roberts plays the role of a retired rear-admiral of the United States Navy. Miss Dana is cast as his daughter and William Boyd is his son, a naval lieutenant who starts all the trouble by losing a valuable official document which had been entrusted to him. Cyril Chadwick, who played the father in "Peter Pan", is the Butterworth family lawyer, as crooked as they come. It is he who robs the young lieutenant of the plans through an accomplice, an oriental girl, a part portrayed by Anna May Wong.

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Roberts Once Sea Captain

Theodore Roberts found playing the part of a retired admiral in "Forty Winks", the Paramount screen version of the stage comedy success, "Lord Chumley", just as interesting if not quite as thrilling as the work which claimed his time for more than a year, that of captaining a schooner engaged in transporting dynamite in San Francisco Bay.

Mr. Roberts, then a young man scarcely old enough to vote, had given up the stage, temporarily it proved, and had gone to sea in accordance with the wishes of his father, himself a retired sea captain. The chief cargo of the schooner navigated by the younger Captain Roberts was dynamite, the young skipper having entered into an agreement with a bay city explosives manufacturing company.

He was just 21, one of the youngest captains on the coast, and it gave him a feeling of importance to exercise his privilege of right of way over the largest steamers. There never was a dispute about this point when the schooner flew the red flag with a white ball because ocean liners had no wish to run down a few tons of dynamite.

As the admiral in "Forty Winks", adapted by Bertram Millhauser, and coming to the on Mr. Roberts took orders from the directorial team of Paul Iribe and Frank Urson. Other featured players in the picture include Viola Dana and Raymond Griffith. Anna May Wong, Cyril Chadwick and William Boyd play in support.

Some of the picture's biggest laughs—and greatest thrills for that matter—are contained in water scenes wherein Griffith puts over some great stuff in a speed boat. Here's where Ray's training as a sailor proved a big help. Griffith has long been the owner of a combination sailing and power yacht and his insight into nautical affairs is second only to that of old man Neptune himself.

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Says Cyril Chadwick—

"A good villain is a man who does a mean thing in a nice way."

In "Forty Winks", a Paramount picturization of the farce, "Lord Chumley", due at the on Chadwick is the villain and does lots of mean things in a nice way. He is played by Raymond Griffith and other members of the cast.

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William Boyd, Anna May Wong and others appear in support.

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But the lawyer had not counted on Chumley in this little scheme of his and it develops that Lord Algernon Cholomondeley, of course only his mother ever called him that, has quite a bit to say in the matter. He throws over all Le Sage's cleverly laid plans, hands him an artistic trimming, takes the girl into his arms—and—but that's not all there is to it by a long shot. The usual run of pictures gets a little Wink with the clinch. But Iribe have given the closing decidedly novel twist—a what makes the picture from anything you've seen before.

There's rapid-fire action in "Winks", love interest and all that—and it's clean as a whistle.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	(and San Antonio, Tex.)
ESHENFELDER, GEORGE	110 N. Lee Street	Seattle, Wash.
GAMBRILL, GEORGE	3721 Washington Blvd.	(and Portland, Ore.)
GEYER, ERNEST	51 Luckie St.	Jacksonville, Fla.
HELLMAN, JACK	1100 First Avenue N.	(and Charlotte, N. C.)
KANTNER, OSCAR	201 Golden Gate Ave.	St. Louis, Mo.
MC CONVILLE, JOHN P.	8 Shawmut St.	Atlanta, Ga.
MENDELSSOHN, WILLIAM	1563 East 21st St.	Minneapolis, Min.
MOON, RUSSELL B.	1327 S. Wabash Ave.	San Francisco, Cal.
PICKERING, HAROLD W.	133 E. 2nd St., So.	Boston, Mass.
RENAUD, KENNETH	2949 Cass Avenue	(and Portland, Me.)
ROBSON, WILLIAM N.	1018 Forbes St.	Cleveland, O.
SWIFT, HARRY	924 S. Olive St.	Chicago, Ill.
TAYLOR, WM.	514 Grand Ave.	Salt Lake City, Utah.
THOMAJAN, P. K.	113 S. Monroe St.	Detroit, Mich.
WALL, EDWARD J.	1101 N. Capitol Ave.	Pittsburgh, Pa.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Los Angeles, Cal.
WHELAN, LESLIE F.	1219 Vine St.	Oklahoma City, Okla.
WIEST, JAMES M.	1610 Davenport St.	Peoria, Ill.
WILLIAMS, GEORGE E.	254 Franklin St.	Washington, D. C.
ZELTNER, IRWIN	62 N. State St.	Indianapolis, Ind.
		Philadelphia, Pa.
		Omaha, Nebr.
		(and Des Moines, Iowa.)
		Buffalo, N. Y.
		Wilkes Barre, Pa.

Wong, Both Chadwick and Wong have prominent roles in "Peter Pan".

It is Griffith who furnishes most the fun in the picture. Remember him in "Changing Husbands" and "Miss Bluebeard"? A scream! with Theodore Roberts, "the old man of the screen," back with once again, cigar and all!

Here's a real cast for a real picture!

Chess Wizards

The trouble began when Theodore Roberts learned that Cyril Chadwick is a chess expert.

The discovery was made on set where "Forty Winks", the Paramount version of the noted stage comedy success, "Lord Chumley", was being filmed under the direction of the team of Paul Iribe and Frank Urson. In the picture Theodore Roberts plays the role of a retired admiral and Cyril Chadwick is a dyed villain.

A chess board was one of the furnishings of the set and Chadwick was seated before it, trying a new attack. Mr. Roberts saw him and a minute later a game was started. Each night, when day's filming was completed, board was carefully placed in a location and brought forth the next morning whereupon the battle of wits resumed.

After watching the pair play sometimes waiting patiently for an hour without making a move, everyone in the studio was convinced of the truth of the assertion that there are more than a million possible moves in chess. Leading question being discussed whether the picture game would be finished first.

Viola Dana and Raymond Griffith are featured with Mr. Roberts in the cast of "Forty Winks", which will be the feature at the Theatre on next to remain William Boyd, Anna May Wong and others appear in supporting cast.

Travel To and From Film Locations in a Submarine

The "pleasures" of a submarine cruise were experienced by Viola Dana and Raymond Griffith, featured with Theodore Roberts in the Paramount picture, "Forty Winks", coming to the Theatre on Th

Several of the scenes for the production were shot out in the Pacific ocean and Miss Dana, Griffith and Urson traveled to and from location in a submarine. The complete trio of featured players in "Forty Winks", adapted to the screen by the stage play, "Lord Chumley", by David Belasco and Henry C. DeMille, will be cast playing

in Today

of the "Lord Chumley", by David Belasco and Henry C. DeMille, which opened at the Theatre on last close its run there today.

Viola Dana, Theodore Roberts and Raymond Griffith are featured in the cast of the production which includes among other big names, Cyril Chadwick, Anna May Wong and William Boyd.

STAR CUTS—

Above is the one-column half-tone star cut of Theodore Roberts. There are two styles of cuts—the half-tones and line.

Half-tones are all 55-cent and show up unusually well in any newspaper stock.

Star cuts may be obtained one, two and three column. There are also circle thumb nail cuts in both coarse and fine screen.

By simply adding a little copy and border these cuts may be made into attractive ads.

Don't forget the number ordering.

...ing have promised prominent roles in "Peter ...". It is Griffith who furnishes most of the fun in the picture. Remember "Changing Husbands" and "The Bluebeard" and "The Grand Man of the Screen" again, cigar and all! Here's a real case for a real picture!

Chess Wizards

The trouble began when Theodore Roberts learned that Cyril Chadwick was a chess expert. The discovery was made on the set where "Forty Winks", the Paramount version of the noted stage comedy success, "Lord Chumley", as being filmed under the direction of the team of Paul Iribe and Frank Urson. In the picture Theodore Roberts plays the role of a retired admiral and Cyril Chadwick is a deep-eyed villain.

A chess board was one of the furnishings of the set and Mr. Chadwick was seated before it, idly trying a new attack on him and a minute later a game was started. Each day's filming was completed, the board was carefully placed in a locker and brought forth the next morning whereupon the battle of wits was resumed.

After watching the pair playing, sometimes waiting patiently for half an hour without seeing either side make a move, everyone in the studio was convinced of the truth of the assertion that there are more than four million possible moves in chess. The leading question being discussed was whether the picture or the chess game would be finished first.

Viola Dana and Raymond Griffith are featured with Mr. Roberts in the cast of "Forty Winks", which will be the feature at the Theatre on next to remain for William Boyd, Anna May Wong and others appear with Chadwick in the supporting cast.

Travel To and From Film Locations in a Submarine

The "pleasures" of a submarine cruise were experienced by Viola Dana and Raymond Griffith, featured with Theodore Roberts in the new Paramount picture, "Forty Winks", coming to the Theatre on ...

Several of the scenes for the production were shot out in the Pacific ocean and Miss Dana, Griffith, co-directors Iribe and Urson technical staff and others traveled to and from location in an undersea craft.

Theodore Roberts completes the trio of featured players in "Forty Winks", adapted to the screen from the stage play, "Lord Chumley", by David Belasco and Henry C. DeMille.

cast playing in ... Today

...ce, Lord Chumley of the ... Belasco and Henry C. DeMille, which opened at ... Theatre on ... the ... close its run there ... last, will ... Viola Dana, ... today. Raymond Griffith, Theodore Roberts and cast of the production are featured in the among other big names, Cyril Chadwick, Anna May Wong and William Boyd.

STAR CUTS

Above is half-tone star cut of Theodore Roberts. The cut of Theodore are two styles line. Half-tones and show up any newspaper unusually well on Star cuts are one, two and three columns. There are nail cuts in fine screen. By simply adding a little copy and order these cuts into attractive Don't forget the number in ordering.

Paramount picture, "Locked Doors." Mr. Roberts is back at the ... again in "Forty Winks", a melodramatic mystery-comedy adapted for the screen by Bertram Millhauser from "Lord Chumley", a stage play by David Belasco and Henry C. DeMille. Paul Iribe and Frank Urson, the screen's only "team", directed the production.

A wheel chair was a necessity during the veteran actor's convalescence. When he reported at the Lasky Studio ready for work, he learned that his first role was to be played in a wheel chair.

In addition to Mr. Roberts, the featured players in "Forty Winks" include Viola Dana and Raymond Griffith. Anna May Wong, Cyril Chadwick and William Boyd play in support.

Here's a Tip, Girls!

Women wearing the "Gloria Swanson" bob or other bobs where tresses needs must be in a condition of shining sleekness, are offered a tip by a famous Chinese beauty, well known to motion picture audiences.

According to Anna May Wong, the Chinese woman uses a bandoline called "Pow Fah" with which to anoint her wealth of night-black hair. It is made from the wood of a certain tree which grows in China. The wood is haked and soaked in water, which releases the peculiar oily gum.

The preparation is then perfumed and applied to the hair in its native state. It is possible to secure the wood from Chinese apothecaries in the Oriental quarter of any American city.

Miss Wong appears in "Forty Winks", a Paramount production co-directed by Paul Iribe and Frank Urson, whose picture, "Changing Husbands", is considered one of the most sensational comedies of the year.

The featured cast of the production, due next ... at the ... includes Viola Dana, Theodore Roberts and Raymond Griffith. Cyril Chadwick and William Boyd appear with Miss Wong in the supporting cast.

Can't Lose 'Em

Three years ago Eric Mayne grew a beautiful set of whiskers in order to play a certain screen role. He has not had an opportunity to remove them since.

The trouble is not a lack of barber shops or safety razors in Hollywood. Various screen directors won't let him.

He was all ready to remove the whiskers when he was summoned to the Paramount studio to play a villainous role in "Forty Winks", the screen adaptation of the stage comedy success "Lord Chumley", by David Belasco and Henry C. DeMille. The character necessarily was a man with whiskers and Mayne was selected as the one best fitted to play it.

"I was always kept fairly busy before I grew the whiskers," he says, "but since then I haven't had an idle day."

...ayers in "Forty Winks" ... was directed by Paul Iribe and Frank Urson, include Viola Dana, Theodore Roberts and Raymond Griffith.

...and his high hat are destined to become famous).

When Griffith starts on the trail of the missing naval plans the fun begins. It starts in the young lieutenant's home and ends up on a navy target out in the Atlantic under fire of the guns of the battle fleet. It is claimed that no funnier scene than this was ever brought to the screen before.

Cyril Chadwick, William Boyd and Anna May Wong are included in the supporting cast of "Forty Winks" which opens at the ... on ...

Screen's Two Smallest Players in One Picture

The smallest pair of leading players in dramatic motion picture work is found in "Forty Winks", the screen version of the David Belasco-Henry C. DeMille stage success "Lord Chumley". The pair is composed of Viola Dana and Raymond Griffith.

Miss Dana is an even five feet in height and weighs 100 pounds. Raymond Griffith is five feet six—he insists he is five feet seven—and weighs 130 pounds.

Both have made excellent reputations for dramatic acting despite the fact that such honors usually are accredited to players of greater height. Griffith says that although little men

do not predominate in dramatic work they are far from being unknown and points out E. H. Sothern, Ernest Truex, George Hackathorne, Henry Walthall and Roland Young as examples.

Miss Dana names Maude Adams, Gloria Swanson, Mary Pickford, Nazimova and Marguerite Clark among the women who have succeeded despite—or because of their slight stature.

Theodore Roberts is featured with Miss Dana and Griffith in the cast of "Forty Winks", coming to the ... on ...

Studio Workers Drafted to Play as Detectives

The longest way around is often the shortest way home.

Monte Brice, a scenario writer, and W. T. Wookey, cashier of the Paramount studio in Hollywood, made this discovery one night during the filming of the comedy-melodrama "Forty Winks".

Two men, engaged to play the roles of detectives, failed to put in their appearance and Directors Paul Iribe and Frank Urson were trying to figure a way out of the difficulty when Brice and Wookey, taking a "short cut" across the Lasky lot on their way home, hove into view.

They were seized, hustled up to the wardrobe department, subjected to an application of greasepaint and thrust into the picture. An hour past midnight they were permitted to continue homeward.

Included among the featured players in "Forty Winks", which was adapted for the screen from the David Belasco-Henry C. DeMille stage play, "Lord Chumley", are Viola Dana, Raymond Griffith and Theodore Roberts. Cyril Chadwick, Anna May

Wong, William Boyd and others appear in the supporting cast of the picture, due next ... at the ... Theatre.

...of "Forty Winks", which will be shown at the ... Theatre on ... Cyril Chadwick, William Boyd and Anna May Wong are among the big names appearing in the supporting cast. The story is an adaptation of the stage play, "Lord Chumley", by David Belasco and Henry C. DeMille.

Griffith's Hardest Job

The hardest job ever tackled by Raymond Griffith, featured with Viola Dana and Theodore Roberts in the leading roles of the Paramount picture, "Forty Winks", coming to the ... Theatre on ... was that of convincing the world in general and motion picture directors in particular that he could acquit himself creditably in dramatic roles.

On the stage Griffith appeared almost solely in dramatic offerings, but when he entered motion pictures, he found himself almost immediately plunged into comedy work and it was not easy to make his way out.

He succeeded eventually and having definitely established himself in the dramatic field he again began to look with favor upon comedy parts. As Lord Chumley in Paramount's version of the stage success of the same name by David Belasco and Henry C. DeMille, he plays a character at the same time humorous and

There's a strong cast playing in support including, among others, Cyril Chadwick, Anna May Wong and William Boyd.

Listen to This One!

An additional helpful hint for housewives was uncovered by Viola Dana during the filming of "Forty Winks" for Paramount under the direction of Paul Iribe and Frank Urson.

It was a hot day at the Lasky studio and all the "Forty Winks" players, including Miss Dana, Raymond Griffith, Theodore Roberts, Cyril Chadwick and Anna May Wong, sat around fanning themselves and wishing they were down by the sad but cool sea waves, fifteen miles from the studio.

"Of course, the heat is uncomfortable," said Miss Dana, "but I have it to thank for one thing, the ridding of ants from my home."

Everyone was all attention. "I tried every sort of poison to get rid of them but they wouldn't go," she continued. "Then one day I noticed a strange thing. There had been a paper bag full of popcorn kernels in the pantry. A mouse had chewed a hole in the bag and through this hole the ants were carrying away the popcorn, one kernel at a time. It was a tremendous load for an ant. I was interested and followed the line of march to the place where it led out into the yard. All about were lying fragments of dead ants. It appears that as soon as each ant and his burden reached the sunlight the heat of the sun caused the corn to pop and when it popped, Mr. Ant popped with it."

"Finally, the entire bag of popcorn, or ammunition, you might say, was gone. So I sent down to the

...re for a fresh supply and ... Thus does Miss Dana earn the laurel wreath for Hollywood's champion hot-weather story. "Forty Winks" opens ... at the ... Theatre.

"Forty Winks" Coming

"Forty Winks," a Paramount picture featuring Viola Dana, Theodore Roberts and Raymond Griffith, comes to the ... Theatre to remain for ... days on ... next.

The picture, directed by Paul Iribe and Frank Urson, is an adaptation of the stage hit, "Lord Chumley," by David Belasco and Henry C. DeMille.

The story is mystery-romance chockful of laughs. William Boyd, Anna May Wong, Cyril Chadwick and others play in support.

Held Over

The Paramount picture, "Forty Winks," with Viola Dana, Theodore Roberts and Raymond Griffith featured in the principal roles, which was to have closed a ... day run at the ... today, will be held over until ...

Paul Iribe and Frank Urson, the pair who made "Changing Husbands," directed the production from the Broadway stage success, "Lord Chumley," by David Belasco and Henry C. DeMille.

There's a fine supporting cast in this comedy mystery-drama.

MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:

DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?

Yes 98.5%

No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?

Yes 97.5%

No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.



“40 Winks”

PARAMOUNT PAPER THAT

“If It’s Worth Running, It’s Worth”



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

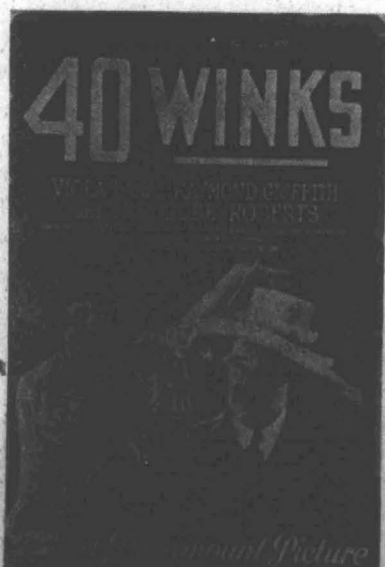
For Outdoor Advertising POSTERS		Supplementary (Two Column) (Adv. Only) ..	
One Sheet (1A and 1B)	\$.15	Three Column15
Three Sheet (3A and 3B)45	Four Column (Adv. Only)25
Six Sheet (6A)75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A)	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above)25
22 x 28 (Colored)40	22 x 28 Gilt Frames	1.50
11 x 14 Set of Eight (Colored)60	Heralds, per thousand	3.00
		Cross Word Puzzle Books08
For Newspaper Ads ADVERTISING CUTS		Window Card07
One Column35	Announcement Slide15
Two Column65	Publicity Photos, Each10
Supplementary (Two Column)25	Trailers—National Screen Service	
MATS, ADVERTISING, PRODUCTION, ETC.		126 W. 46th St., New York City	
One Column	\$.05	845 So. Wabash Ave., Chicago, Ill.	
Two Column10	917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.

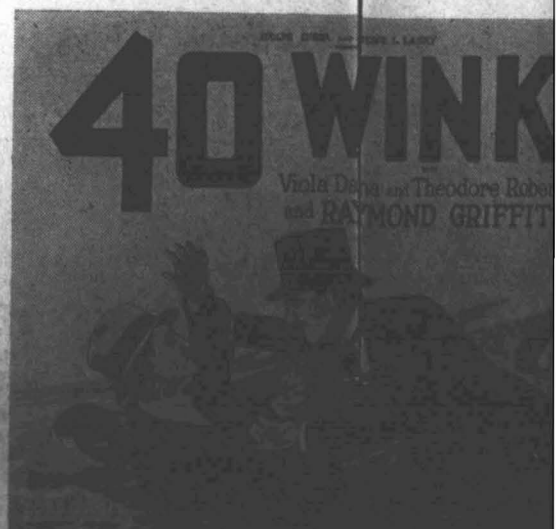
COLORED INSERT CARD

CROSS WORD PUZZLE BOOKS

A book of forty clever cross word puzzles, each one based on a “Sec Famous Forty” picture. Unlimited exploitation possibilities. Only per book. Samples at your exchange. Two-column newspaper mats of puzzle are also available.



Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



"40 Winks"

ER THAT PACKS THE PUNCH

h Running, It's Worth Advertising"



Catchy Ad Copy

They didn't know whether to kiss him or kill him, jail him or josh him, maul him or marry him. See "Forty Winks."

When you say "Forty Winks" you're speaking of a *real* comedy.

He who laughs at "Forty Winks," laughs best.

A merry mix-up of vamps, scamps and tramps—and the inspired, intoxicating nut that straightened it out.

For that tired feeling—"Forty Winks."

Have you seen

40



WINKS

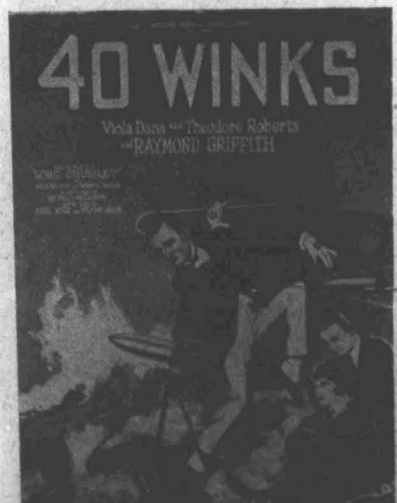
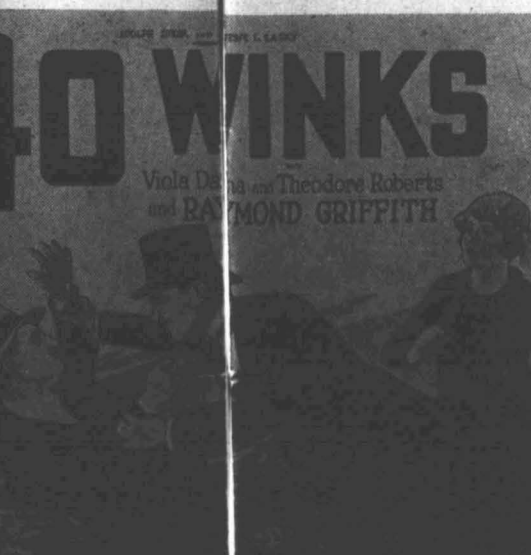
WINDOW CARD

Put the picture over the top by putting posters over the town. Here are real business-getters!

COLORED INSERT CARD

CROSS WORD PUZZLE BOOKS

A book of forty clever cross word puzzles, each one based on a "Second Famous Forty" picture. Unlimited exploitation possibilities. Only 8c per book. Samples at your exchange. Two-column newspaper mats of each puzzle are also available.





SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

Supplementary (Two Column) (Adv. Only)...	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Heralds, per thousand.....	3.00
Cross Word Puzzle Books.....	.08

For Newspaper Ads ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10

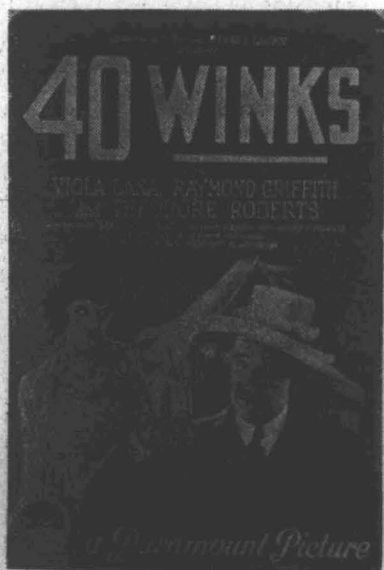
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos, Each.....	.10
Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.

COLORED INSERT CARD

CROSS WORD PUZZLE BOOKS

A book of forty clever cross word puzzles, each one based on a "Seco Famous Forty" picture. Unlimited exploitation possibilities. Only per book. Samples at your exchange. Two-column newspaper mats of each puzzle are also available.

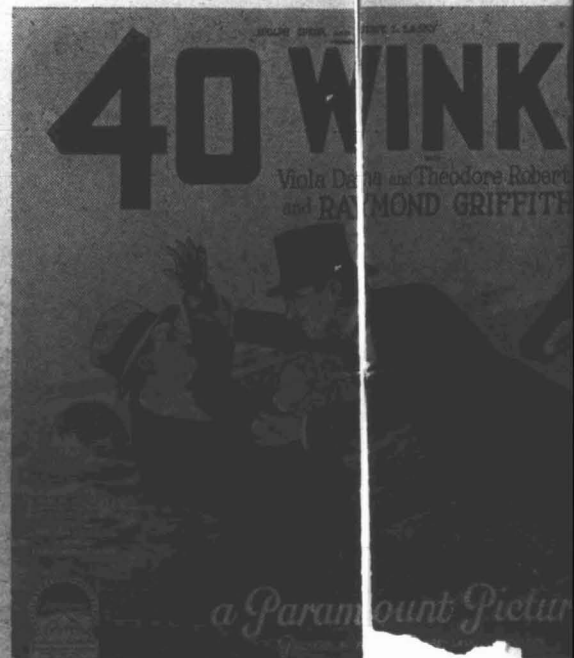


One Sheet Poster 1A

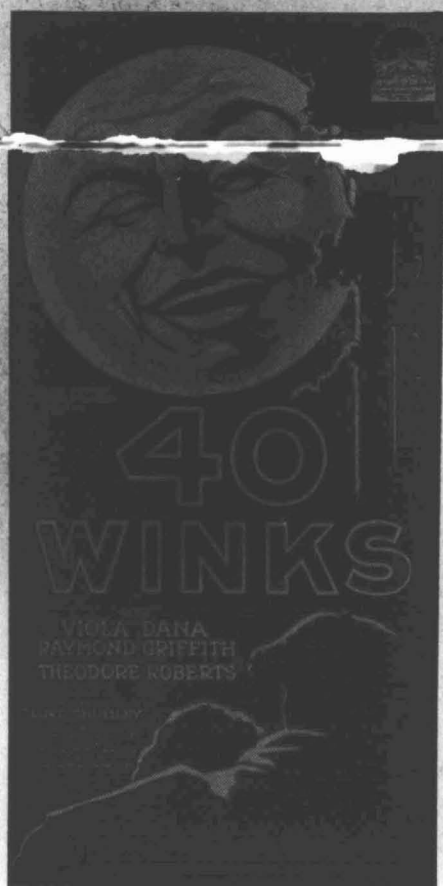
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



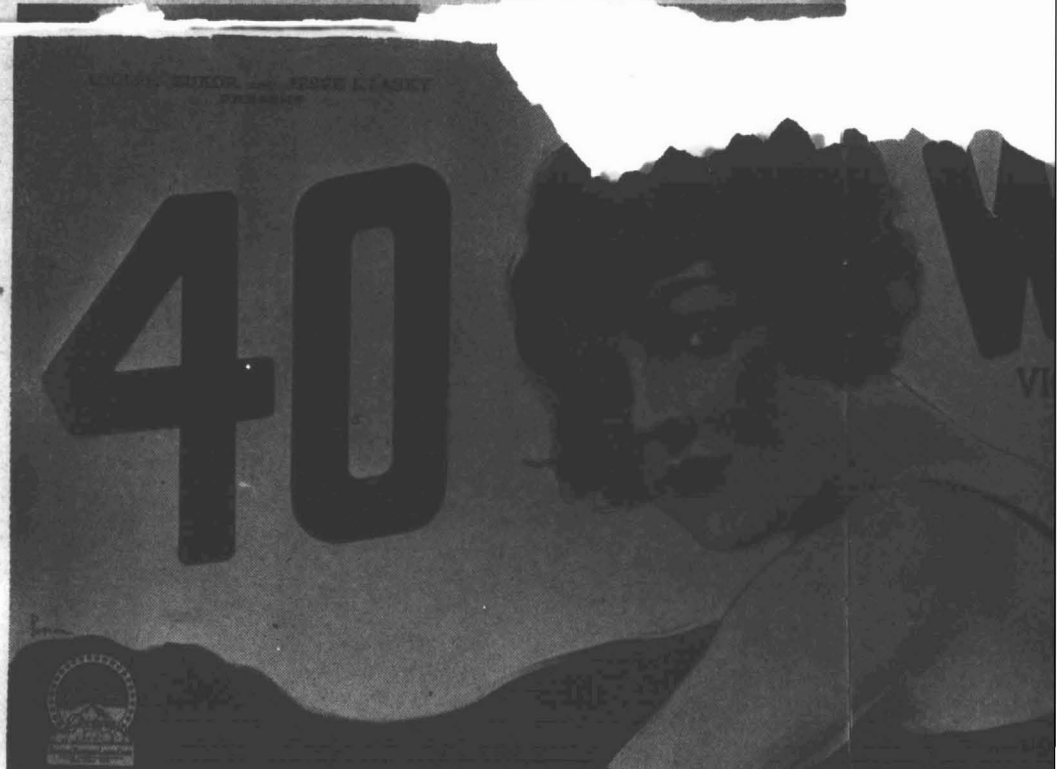
Colored Lobby Card (22" x 28")



Six Sheet P



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



Catchy Ad Copy

They didn't know whether to kiss him or kill him, jail him or josh him, maul him or marry him. See "Forty Winks."

When you say "Forty Winks" you're speaking of a *real* comedy.

He who laughs at "Forty Winks," laughs best.

A merry mix-up of vamps, scamps and tramps—and the inspired, intoxicating nut that straightened it out.

For that tired feeling—"Forty Winks."

Have you seen

40



WINKS

COLORED INSERT CARD

CROSS WORD PUZZLE BOOKS

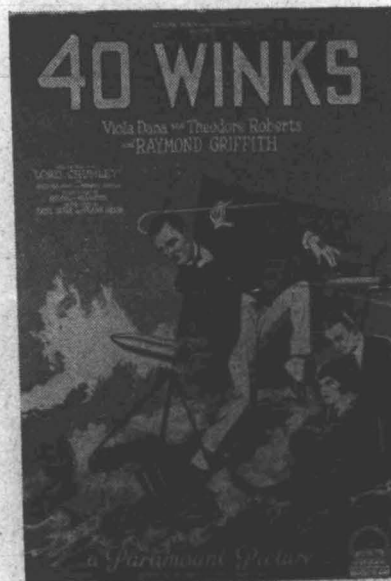
book of forty clever cross word puzzles, each one based on a "Second Famous Forty" picture. Unlimited exploitation possibilities. Only 8c per book. Sample at your exchange. Two-column newspaper mats of each puzzle are also available.

WINDOW CARD

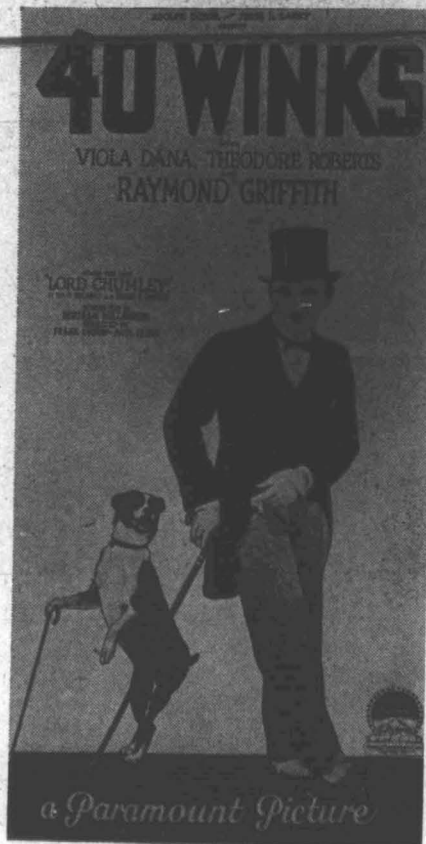
Put the picture over the top by putting posters over the town. Here are real business-getters!



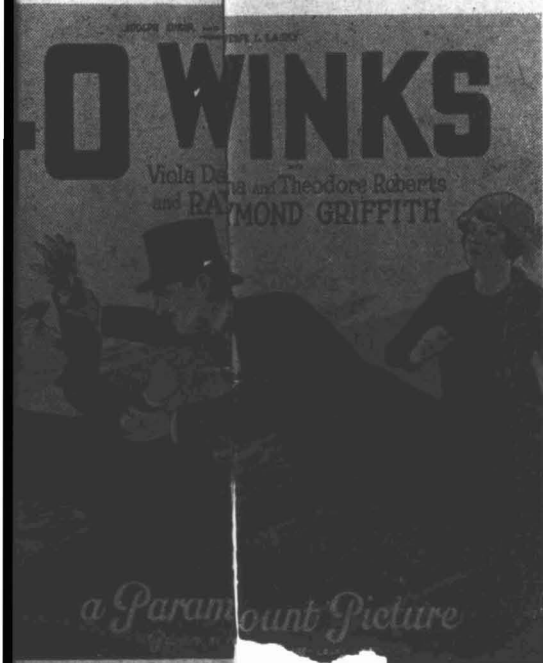
Announcement Slide



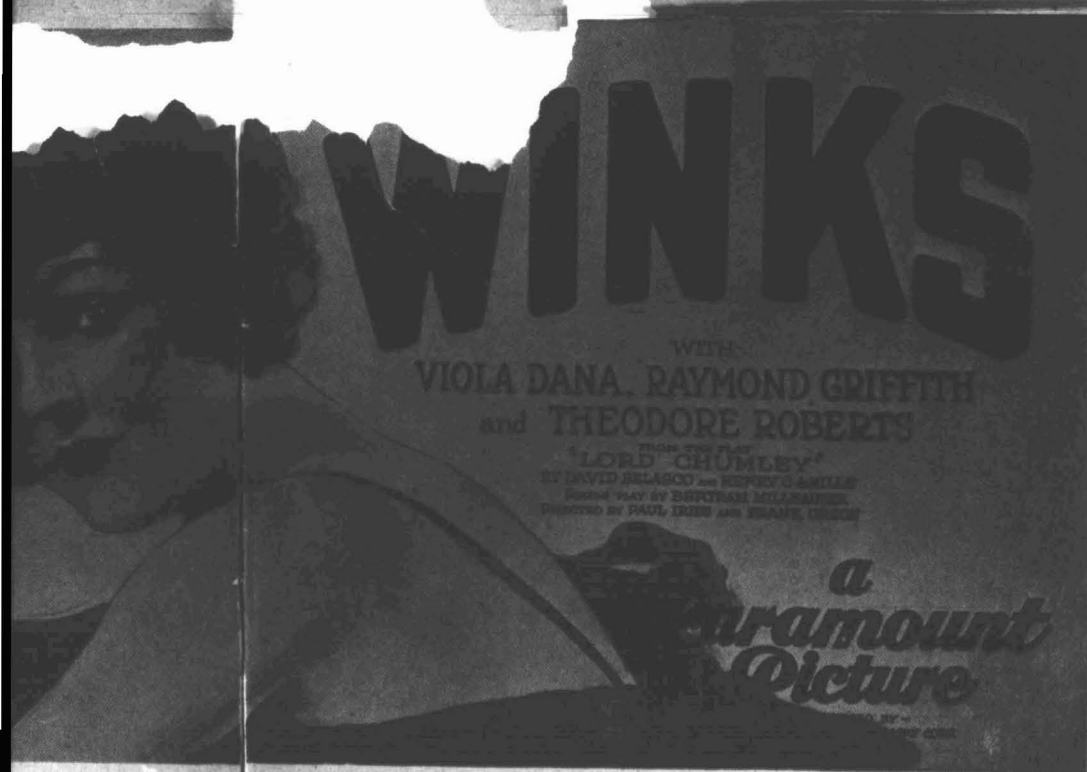
One Sheet Poster 1B



Three Sheet Poster 3B



Six Sheet Poster 2A



Twenty-four Sheet Poster 24A

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